FICTION COFFEE · BRAND VOICE

A coffee shop that talks like a bookshop

Fiction treated a coffee order like a book you pick off the shelf. Drinks were characters, the menu split into fiction and non-fiction, and every new menu was a chapter. I wrote the Fiction voice and the copy that carried it from 2020-2023.

VOICE GUIDE SOCIAL PRINT WEB COPY

THE VOICE, IN THREE TRAITS

How Fiction sounded

ON-THEME, BUT NOT EXCLUSIVE

Literary names up front, plain descriptions underneath, so nobody needs a reading list — or a degree in coffee — to order.

> Star-Crossed Lover
>
> DOUBLE ESPRESSO, SALTED BROWN SUGAR, 10 OZ STEAMED MILK

INVITING, NOT RISKY

Trying something new should feel safe, so the menu says so out loud.

> “We know trying something new can be risky. If you don’t like what you order, we’ll replace it with something you like better, for free!”

A SMALL ESCAPE

Every piece ends on the same promise: for ten minutes, you’re somewhere else.

> “escape reality, enter Fiction”

The voice guide that defined it

Our Mission

To make days better by creating thoughtful moments, human connection, and a sense of belonging–for all.

Our Vision

To create magical experiences in office spaces.
*(and Ross and Hall)

Our Values

Keep it real	Serve first
Value everyone	Develop others
Do what it takes	Challenge norms
Have a blast	



Our Personality / Tone of Voice

Friendly	Thoughtful	Local	Fun
Witty	Curious	Encouraging	Educational, but not pretentious
Welcoming	Engaging	Experiential	

Our Style / Design

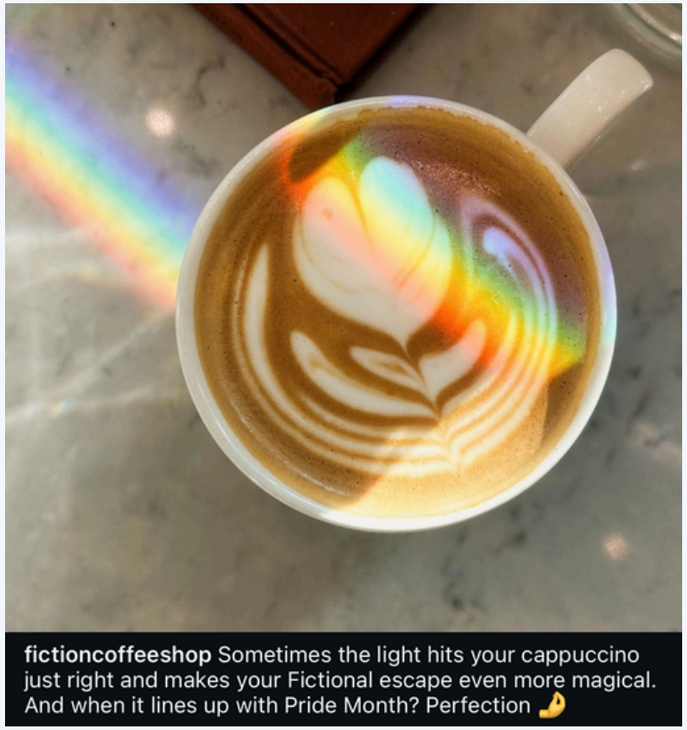
Authentic	Unpretentious	Creative	Experimental	Honest
Down to earth	Casual professional	Interesting	Playful	Approachable



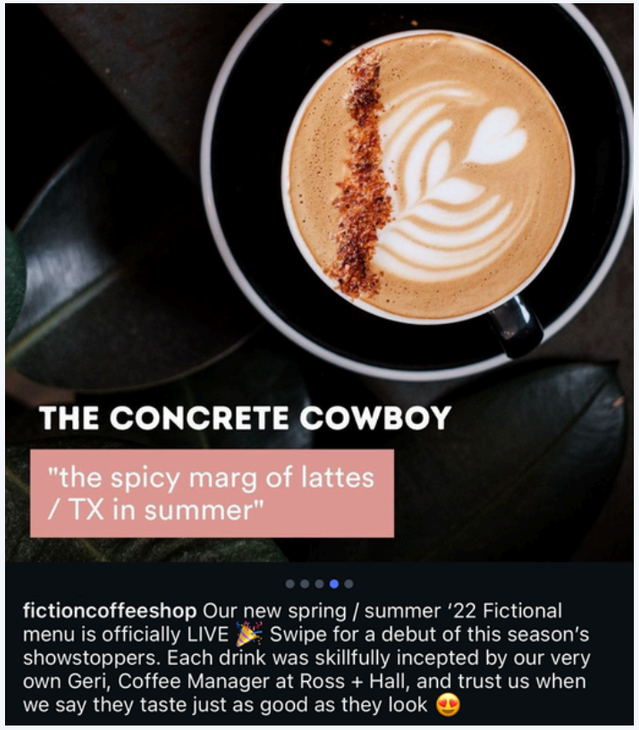
Content goals and principles

When we write or speak as Fiction, we do so to:

- Connect and engage. We strive to strike a sense of authenticity in every piece of content we write and every conversation we hold so that the language feels human, the message feels organic, and the story resonates in real time.
- Be helpful. Tell people what they need to know, not just what you think they want to hear. Give them the information they need, but in a way that's fun, engaging, and true to the Fiction brand.
- Invite. Use an inviting tone of voice, no matter where you're speaking–digitally or in the physical space. Whether leading a patron through an informative explanation of a drink or guiding through a fun piece of content, communicate in a friendly and helpful way, always encouraging the reader to be a part of what we're speaking about. Focus on one of our top strengths, which is inviting people into the magic we create to help them escape reality–developing that sense of belonging for all from the get-go.
- Encourage. Help people resonate with our mission by using language and speaking with a tone that's encouraging, uplifting, and thoughtful.



fictioncoffeeshop Sometimes the light hits your cappuccino just right and makes your Fictional escape even more magical. And when it lines up with Pride Month? Perfection 🤌



fictioncoffeeshop Our new spring / summer '22 Fictional menu is officially LIVE 🎉 Swipe for a debut of this season's showstoppers. Each drink was skillfully incepted by our very own Geri, Coffee Manager at Ross + Hall, and trust us when we say they taste just as good as they look 😍



fictioncoffeeshop We're back with barista spotlights! Today's celeb barista is Briscoe (the human, not the puppy), who holds down the fort at our One Victory location. If you didn't know, Briscoe does the photography for each new round of seasonal drinks—so if you see a gorgeous shot of a latte around here, it probably came from his magical and talented brain. His favorite Fictional drink is The Godfather (from our Fall 2022 menu), and his standard coffee order is a shot of espresso with a "baby drip" (small drip coffee). When he's not working, you'll find him reading—most likely Flannery O'Connor—or drinking wine with friends. Stop by One Victory in Dallas to say hi to the man, the myth, the legend himself: Briscoe.

SOCIAL

Social captions

THE JOB

Invite people in, be a safe space for all, promote new drinks, create authentic connections, and share day-to-day updates. And sound like a real human with a sense of humor, too.

> "We just couldn't be more grateful for this cozy little corner shop and everyone who steps into it, small parking lot and all. R&H, you have our heart forever."



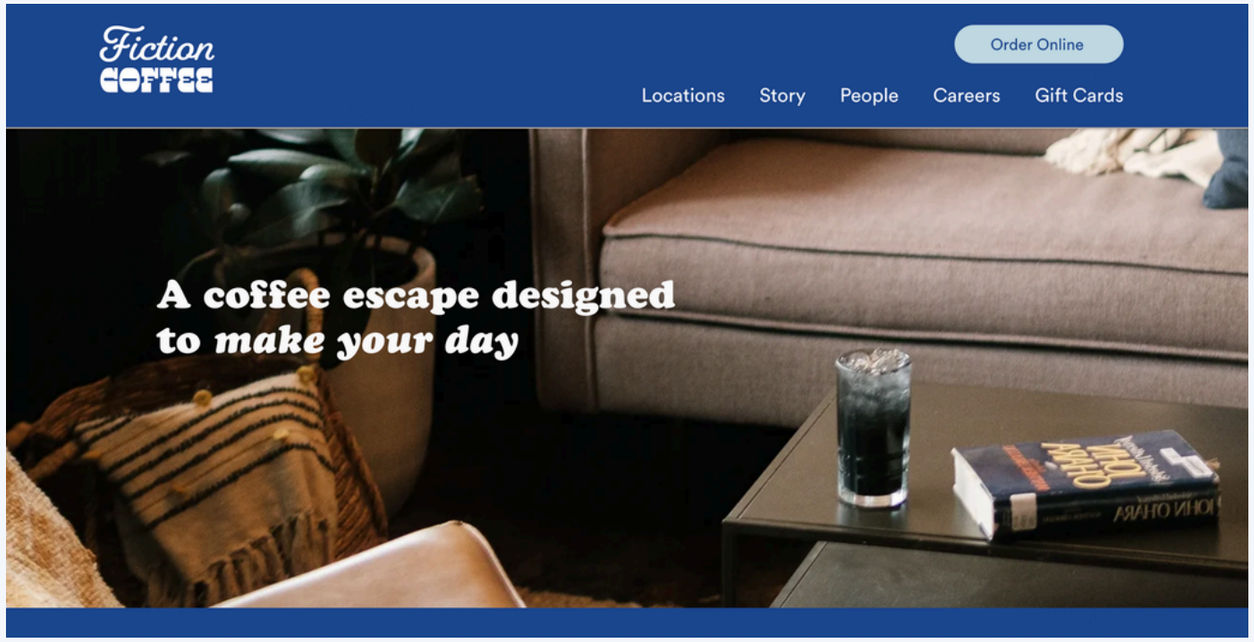
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Winter menu

THE JOB

Organize a full coffee menu like a library: seasonal “fictional” specialties, “non-fictional” fan faves, and a chapter number for each season.

> “Non-fictional: the fan faves”
>
> THE SECTION NAMES CARRY THE VOICE



Meet the Fiction magic

We spend every day striving to be the most welcoming coffee shop in our neighborhoods. We live for inspiring and educating those who want to learn more about coffee, and we create unique experiences to help them do just that. Our baristas beckon people to come in, find a seat, and write their own story. Fiction's people are people-first, servant-hearted, quirky, thoughtful, fun, friendly, and welcoming. We put hospitality first, we serve our customers with all that we have, and we guarantee an experience that's enjoyable enough to make you feel like you've escaped reality for a little while. We exist to make our customers' days better, and we do that through thoughtful touches, like notes of encouragement left on coffee sleeves, and exceptional hospitality.

WEB COPY

Website

THE JOB

Tell people who, what, and where Fiction was — and set the tone for what to expect inside each shop, creating a sense of safety and magic.

> "We live for inspiring and educating those who want to learn more about coffee, and we create unique experiences to help them do just that. Our baristas beckon people to come in, find a seat, and write their own story."